



**Sterne Kessler
Goldstein Fox**
ATTORNEYS AT LAW

Robert Greene Sterne
Jorge A. Goldstein
David K.S. Cornwell
Robert W. Esmond
Troy-Dene G. Durkin
Michael A. Cimbalu
Michael R. Ray
Robert E. Spolich
Eric K. Stoffe
Michael G. Lee
John M. Covert
Robert C. Milling
Donald J. Featherstone
Timothy J. Shea, Jr.
Michael V. Resseigner
Judith L. Kim
Mark Eric Evans
Jeffrey I. Helvey
Eldora J. Elston
Donald R. Barowitz
Peter A. Jackman
Brian J. Del Buono

Elizabeth J. Haanes
Michael D. Specht
Kevin W. McCabe
Glenn J. Perry
Theodore A. Wood
Gabby L. Longworth
Edward W. Yee
Grant E. Reed
Jason D. Eisenberg
Trey L. Miller
Jonathan M. DeSantis
Helene C. Carlson
Cynthia M. Boucher
Timothy A. Doyle
Lori A. Gordon
Shannon A. Carroll
Anbar F. Khalil
Michelle K. Holoubek
Marsha A. Rose
Scott A. Schaller
Lei Zhou

W. Blake Covert
Janet J. Pohl
John J. Haran
Mark W. Rygiel
Michael R. Violek
Carla J. Kim
Doyle A. Siever
Jillie Winkler Jenkins
Paul A. Calvo
C. Matthew Reizer
Randall K. Baldwin
Lori M. Brandes
Jeremy M. Klass
Stephanie L. Elmer
Jeffrey K. Mills
Mita Mukherjee
Scott M. Woodhouse
Peter A. Scarnas
Christian A. Camarce
Richard D. Collier
Patrick P. Hansen
Ross G. Hicks

Keitha Hyton-Rodic
Gene A. Lang
Bonnie Narendran-Combs
Alyssa K. Sandriewitz
Jonathan M. Steing
Isahn P. Weerakoon
Chenghua Liao
Salvador M. Bross
Bruce B. Vance
Justin T. Sher
Byron L. Pickard
Kellie K. Dikapati
Richard B. Almon
Christopher B. Jensen
Jeffrey R. Fougere
William P. Ladd
Registered Patent Agents
Karen B. Markowicz
Danielle L. Letting
Steven C. Oppenheimer
Aaron S. Lukas

Gaurav Asthana
Tasser Moutada
Cynthia J. Deffenso
Omar F. Amr
Ralph W. Powers III
Erin C. Wong
Joseph E. Mutschelknaus
Karen Hasselbrunn
Aaron S. Ward
PL Counsel
Edward J. Pessler
Kenneth C. Bass III
Christopher P. Wiest
David C. Isaacson

*Admitted only in Maryland
*Admitted only in Virginia
*Practice limited to
Federal Agencies

May 12, 2009

WRITER'S DIRECT NUMBER:
(202) 772-8674
INTERNET ADDRESS:
MLEE@SKGF.COM

Art Unit 3622

Attn: Mail Stop Amendment

Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

Re: U.S. Utility Patent Application
Application No. 09/864,293; Filing Date: May 25, 2001
For: **Interactive Advertisement Mechanism on a Mobile Device**
Inventors: AUFRICHT *et al.*
Our Ref: 1933.0010008

Sir:

Transmitted herewith for appropriate action are the following documents:

1. Amendment and Reply Under 37 C.F.R. §1.111;
2. Petition for Extension of Time Under 37 CFR 1.136(a); and
3. Online Credit Card Payment Authorization in the amount of **\$234.00** to cover:

\$130.00 - Petition for Extension of Time fee; and
\$104.00 - Extra Claims fee.

The above-listed documents are filed electronically through EFS-Web.

In the event that extensions of time are necessary to prevent abandonment of this patent application, then such extensions of time are hereby petitioned.

Commissioner for Patents

May 12, 2009

Page 2

Fee payment is provided through online credit card payment. The U.S. Patent and Trademark Office is hereby authorized to charge any fee deficiency, or credit any overpayment, to our Deposit Account No. 19-0036.

Respectfully submitted,

STERNE, KESSLER, GOLDSTEIN & FOX P.L.L.C.



Michael Q. Lee

Attorney for Applicants
Registration No. 35,239

MQL/O-A:smn

Enclosures

978550_1.DOC